Cadillac

2014 CADILLAC ATS SEDAN
INTERACTIVE DETAILS BOOK

INSTRUCTIONS: USE THE NAVIGATION BUTTONS ABOVE AND ON EACH PAGE TO CLICK DIRECTLY TO CONTENT

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NEXT

WHAT'S NEW

- **110V power receptacle –** Located in rear of front console, added to CUE and navigation package.
- **IntelliBeam –** Auto high-beam control headlamps added to Driver Awareness and Driver Assist packages.
- **Inside rearview mirror –** Now frameless.
- **Thicker rim sport steering wheel –** Added to all Performance and Premium Collection 6-speed automatic transmission vehicles.
- **New exterior colors –** Phantom Gray Metallic, Mocha Steel Metallic, Majestic Plum Metallic (extra cost) and Red Obsession Tintcoat (extra cost).
- **Discontinued exterior colors –** Crystal Red Tintcoat, Summer Gold Metallic, Thunder Gray ChromaFlair and Glacier Blue Metallic.

ATS SNAPSHOT

- 2014 ATS RWD and AWD equipment groups: Standard, Luxury, Performance and Premium.
- ATS offers a choice of three powerful engines: 2.5L 4-cylinder, 2.0L turbo 4-cylinder and 3.6L V6.
- ATS is nimble and quick with the luxury and refinement that customers expect from Cadillac.
- ATS competes in the compact luxury sedan segment against competitors such as the BMW 3 Series, Mercedes-Benz C-Class, Audi A4, Lexus IS and Infiniti Q50.
- Leading purchase considerations for compact luxury sedan buyers: a vehicle that is fun to drive, with great design and with the technologies that support their lifestyle.

TARGET CUSTOMER

- The ATS target customers are "spirited drivers."
- Entry-level ATS buyers are move-up first-time buyers who value brand cache and want to celebrate their success.
- Right-size ATS buyers are established luxury buyers who are focused on product and how it delivers the features they want in a "right-sized" package.
- Many ATS buyers are moving from other brands. In fact, over 70% of ATS buyers are new to Cadillac.

AWARDS

ATS has won over 20 awards, including:

- 2013 North American Car of the Year.
- 2012 *Esquire* Car of the Year.
- 2012 Motor Press Guild Vehicle of the Year.
- 2012 Men's Journal Gear of the Year.
- 2013 *Popular Mechanics* Automotive Excellence Award in the Luxury category.

ATS SAFETY

The 2014 ATS has received the highest possible Overall Vehicle Score for safety (5-Star). This rating applies to the standard model ATS with eight air bags. Additional safety features, including two additional rear side-impact air bags, are available. Government 5-Star safety ratings are part of the U.S. Department of Transportation New Car Assessment Program (www.SaferCar.gov).

CADILLAC SHIELD

The most comprehensive suite of owner benefits offered by any luxury automotive brand in the world, Cadillac Shield gives luxury owners everything they need. It includes:

- Warranty protection
- Premium Care Maintenance
- Emergency by OnStar
- Security by OnStar
- Navigation by OnStar
- Diagnostics by OnStar
- Connections by OnStar
- 24/7 Roadside Assistance
- Courtesy Transportation

3-SEDAN OPPORTUNITY

	CADILLAC ATS Compact Lux Performance	2014 CADILLAC CTS Mid Lux Performance	CADILLAC XTS Mid Lux Comfort/Presence
TARGET	Conquest 30-35 years Leading edge Millennial Late Gen X	Conquest/Loyalist 40-45 years Gen X	Loyalist 50-55 years Trailing edge Boomers
LIFE STAGE	Male Low % married No kids $132K	Male Mix of married Kids $180K	Male High % married No kids (Empty Nesters) $150K
COMPETITORS	BMW 3-Series Mercedes-Benz C-Class	BMW 5-Series Mercedes-Benz E-Class	Audi A6 Lexus GS
REASONS FOR PURCHASE	Fun to drive Exterior styling	Exterior styling Fun to drive Quality Manuf. rep./Prestige	Exterior styling Quality Ride comfort Manuf. Rep./Prestige
SOURCE OF SALES	Non-GM: 53% Cadillac: 23%	Conquest: 52% Loyal Cadillac: 36% GM move-ups: 12%	Cadillac: 60% Other GM: 11% Other Lux: 10%

SIGNATURE EXTERIOR LIGHTING

- HID lighting package with LED front vertical light signatures and illuminating LED outside door handles are included with Performance and Premium Collections.

Why It Matters

Distinctive lighting is a great example of science applied in the ATS and greatly enhances its visual appeal.

PREMIUM INTERIOR

- Design, materials, colors, textures and executions of the ATS interior exude craftsmanship, quality and attention to detail.
- Handcrafted "cut-and-sewn" interior components ensure precise fits and luxurious handcrafted look and feel.

Why It Matters

Premium interior touches provide a comfortable, welcoming environment.

CUE

- A highly customizable entertainment, communications and navigation interface that is accessible through a large 8" full-color touch-screen.
- Natural voice recognition helps users control CUE functions without having to memorize commands.

Why It Matters

CUE provides the highly advanced yet simple-to-use connectivity and personalization that Cadillac buyers demand.

Click the play icon to watch video

2.0L TURBO I4 ENGINE

- ATS's volume engine produces 272 hp @ 5500 rpm and 260 lb.-ft. of torque @ 1700–5500 rpm.
- 136 hp per liter makes it one of the most power-dense engines in the industry.

Why it Matters

ATS's twin-scroll turbo provides a winning combination of thrilling performance combined with exceptional economy.

NEAR PERFECT 50/50 WEIGHT DISTRIBUTION

- ATS's front-to-rear weight distribution is near perfect 50/50, which is considered ideal for handling and control.

Why it Matters

Allows drivers to enjoy exciting handling while maintaining maximum control.

Click the play icon to watch video

MAGNETIC RIDE CONTROL

- This real-time suspension damping system reads the road every millisecond and can change shock damping just as quickly.
- This segment-exclusive feature, included only on Premium RWD models, offers a strong competitive advantage.

Why it Matters

ATS drivers will appreciate the exceptional chassis poise and excellent everyday ride quality that Magnetic Ride Control delivers.

BREMBO PERFORMANCE FRONT BRAKES

- Include a fixed-caliper, 4-piston design with vented rotors that provide outstanding 60 to zero mph braking performance.
- Class-exclusive feature is Standard on all 2.0L turbo and 3.6L models. Also included with 2.5L Luxury and available on 2.5L Standard.

Why It Matters

ATS drivers will feel much more confident with consistent and responsive braking performance.

5-LINK INDEPENDENT REAR SUSPENSION

- Includes efficient straight link designs and fast acting stabilizer bar.
- Helps keep the tires planted on all types of road surfaces.

Why It Matters

This design increases driver confidence during hard cornering and reduces vehicle squat during acceleration and dive during hard braking.

FRONT AND REAR AUTOMATIC BRAKING

- Included as part of ATS's Driver Assist Package, the system uses radar, ultrasonic and camera technology to determine if a crash may be imminent and can apply the brakes automatically.
- Provides visual, audible and/or subtle and discrete haptic alerts through the Safety Alert Seat.

Why It Matters

This crash avoidance feature helps drivers avoid low-speed collisions and helps reduce impact speed in higher-speed collisions.

SUN & SOUND PACKAGE

- This package includes a power sunroof and CUE with navigation.

Why It Matters

Customers can get both popular features at a value price point.

EXTERIOR

- **Bold exterior lighting –** Projector halogen headlamps and signature vertical LED tail lamps are standard.
  - High Intensity Discharge (HID) headlamps with Adaptive Forward Lighting, LED vertical light signatures and illuminating outside door handles are included in Performance and Premium Collections.
  - IntelliBeam headlamps with auto high-beam control is included in the available Driver Awareness and Driver Assist Packages.
- **Active aero upper grille shutters –** Automatically close when additional engine cooling airflow is not needed. Standard on 2.0L turbo and 3.6L V6 without Driver Assist Package.
- **Heated, power-adjustable outside mirrors –** Luxury and above Collections add LED turn signal indicators and ground illumination.
- **Bright exhaust tip –** Single on 2.5L; dual on 2.0L turbo and 3.6L V6.

INTERIOR

- **Seven distinct interior environments –** Two leatherette and five leather interior choices that offer specific decorative trim to express a unique personality.
- **Cut-and-sewn applications –** On seats, instrument panel, front and rear center consoles and upper door trim ensures a precise, handcrafted look.
- **Standard leatherette front bucket seats –** Includes 6-way power adjustment, 2-way power lumbar and 4-way head restraints.
- **Luxury Collection leather front bucket seats –** Adds 8-way power adjust and memory for two driver and mirror settings.
- **Performance and Premium Collection leather seats –** Adds 12-way power-adjust for the driver and 10-way for the passenger.
- **Reconfigurable 5.7" Driver Information Center –** Driver-selectable information is displayed in three color window displays.
- **Front and Rear Park Assist –** Uses visual, audible and/or subtle and discrete Safety Alert Seat notifications to alert the driver to objects in front and behind the vehicle.

INFOTAINMENT

Connectivity

- **Bluetooth for Phone calls –** Provides hands-free operation of up to five compatible cell phones.
- **Two USB ports –** Connects to the vehicle and charges portable media devices.
- **Auxiliary audio port –** Allows output of portable media device music to the Bose premium audio system.
- **SD card reader –** Allows connection of SD cards with stored audio.

Entertainment

- **AM/FM audio –** With 4.2" diagonal color screen and seven Bose speakers. Only on Standard models.
- **Cadillac User Experience (CUE) Information and Media Control System* –** Adds single-disc CD player, HD Radio, 8" color multi-touch screen, a third USB port and natural voice recognition.
  - Screen includes haptic feedback, proximity-sensing reveal-on-approach and gesture recognition.
  - Hidden device storage is located behind CUE's faceplate.
- **Cadillac User Experience (CUE) Information and Media Control System with navigation* –** Adds a 110-volt power outlet at the rear of the center console.
- **Bose Surround sound system* –** With 10 speakers and AudioPilot noise compensation.
- **SiriusXM Radio –** Includes 3-month trial to XM Premier package.

Navigation

- **Embedded navigation –** Features industry-first single-line destination entry with predictive completion.
- **Turn-by-Turn Navigation –** OnStar Directions & Connections is standard for first year. More info at onstar.com.

*See Packaging Guide on page 15 for availability.

POWERTRAIN

Engines

- **2.5L DOHC 4-cylinder –** Designed specifically for ATS; 33 mpg highway.
  - 202 hp and 191 lb.-ft. of torque.
- **2.0L turbo DOHC 4-cylinder –** One of the most power dense engines in the industry. Best-in-class horsepower; awarded Wards 10 Best Engines in 2013.

  - 272 hp and 260 lb.-ft. of torque.
- **3.6L DOHC V6 –** This award-winning engine provides top-end power for the driving enthusiast.
  - 321 hp and 275 lb.-ft. of torque.

Transmission

- **Hydra-Matic 6-speed automatic transmission –** With performance algorithm tap-shift control; magnesium steering wheel paddle shifters on Performance and Premium Collections.
- **Tremec 6-speed manual transmission –** Available on RWD 2.0L turbo.

RIDE AND HANDLING

Suspension

- **Independent multilink MacPherson strut front suspension –** Double pivot design separately manages road inputs and handling responses.
- **Independent 5-link rear suspension –** Provides dynamic stability, reduces squat on acceleration and separately controls road inputs and handling responses.
- **Driver-selectable suspension modes –** "Touring" for normal driving, "Sport" for more aggressive driving and "Snow/Ice" for slippery conditions.
- **FE3 Performance suspension –** Standard on Premium RWD only; includes high-capacity engine cooling, split-width summer performance tires and:
  - Segment-exclusive Magnetic Ride Control.
  - Mechanical limited-slip rear differential.

Braking

- **4-wheel disc ABS brakes –** 4-channel with hydraulic brake assist, Dynamic Brake Proportioning and auto-dry functionality.
- **Brembo performance front brakes –** Fixed-caliper 4-piston design provides superior pedal feel, consistent response and outstanding 60-0 performance. Standard on 2.0L turbo and 3.6L models. Also included with 2.5L Luxury and available on 2.5L Standard.
- **DuraLife Brakes –** Patented rotor coating for better appearance, performance and longer rotor life.

Handling

- **Premium ZF Systems rack-mounted Electric Power Steering –** Delivers precise response and on-center feel.
- **Active on-demand AWD –** Can send up to 100% of the available torque to the front wheels.
- **StabiliTrak Stability Control –** Vehicle stability system Integrated with full-function Traction Control.

Wheels

- **17" premium painted -** Matched with all-season tires. Standard on 2.5L models.
- **17" premium painted –** Matched with run-flat all-season tires. Standard on 2.0L Turbo Standard model and both 2.0L Turbo and 3.6L Performance Collections.
- **17" polished –** Matched with run-flat all-season tires. Standard on Luxury Collection and available on ATS Standard 2.5L model.
- **18" machined-finish –** Standard on Premium Collection AWD and available on Performance Collection variants. FE2 Sport suspension wheels paired with run-flat all-season tires. FE3 Performance suspension wheels paired with split-width Summer tires.
- **18" polished –** Available on all Luxury and Premium Collection variants. FE2 Sport suspension wheels paired with run-flat all-season tires. FE3 Performance suspension wheels paired with split-width Summer tires.

SAFETY

Before

- **StabiliTrak Stability Control and full-function Traction Control –** Applies the brakes and/or adjusts the throttle to help the driver keep the vehicle on the course being steered.
- **Hill Hold/Start Assist –** Keeps ATS from rolling backward when moving from the brake to the accelerator on an incline.
- **Driver Awareness Package –** Standard on Performance and Premium and available on Luxury. Includes rear thorax air bags, Rainsense wipers, IntelliBeam headlamps and:
  - Forward Collision Alert: Detects possible collision threats and alerts the driver.
  - Lane Departure Warning: Warns the driver of unsignaled lane departures.
  - Safety Alert Seat: Delivers a subtle and discrete vibrating "haptic" pulse to the left, right or both sides of the driver-seat cushion.
  - LED direct view display: Works with Forward Collision Alert to flash a warning image on the base of the driver-side windshield.

- **Driver Assist Package –** Available on Performance and Premium. Includes the Driver Awareness Package plus:
  - Automatic Collision Preparation: Automatically pre-fills and applies the brakes when an imminent collision is detected.
  - Front and rear Automatic Braking: At low speeds, sends alerts to the driver if an object is too close and brakes, even bringing the vehicle to a complete stop.
  - Full-speed range Adaptive Cruise Control: Helps maintain a selectable preset distance to the vehicle ahead.
  - Full-color reconfigurable Head-Up Display: Unobtrusively displays selected information on the windshield in the driver's line of sight.
  - Side Blind Zone Alert: Alerts drivers when a vehicle is in their blind spot.
  - Rear Cross Traffic Notification: Detects and warns the driver of rear oncoming cross traffic.

- **Rearview Backup Camera –** Displays the area behind the vehicle in CUE screen, helping the driver see and avoid rearward path obstacles.

During

- **Eight standard air bags –** Dual-stage frontal air bags, front seat-mounted side-impact air bags and front knee air bags and roof rail mounted head-curtain air bags for front and rear outboard occupants.
- **Rear side-impact air bags –** These available air bags help provide thorax protection for rear outboard seating positions.

After

- **OnStar Automatic Crash Response –** In a crash, built-in sensors can automatically alert an OnStar Advisor, who is immediately connected to see if you need emergency assistance sent to your exact location.

Security Features

- **Advanced Security Package –** The available package includes a remote siren with protected powersource, locking steering column and wheel lugs and tilt sensor. Available.
- **OnStar security services –** Full suite of services, including Crisis Assist, Emergency Services, Remote Door Unlock, Roadside Assistance and more. Visit onstar.com to learn more.

ACCESSORIES

Cadillac accessories are factory-tested and engineered for each vehicle and are backed by a 12-month warranty for manufacturer defects.

Click this link for more information: http://www.gmaccessorieszone.com/Cadillac/en-US/ATS/2014/

	ATS 2.5L RWD	ATS 2.0L Turbo RWD & AWD	ATS 3.6L RWD & AWD
POWERTRAINS			
Engine	2.5L DOHC VVT I4	2.0L turbo DOHC VVT I4	3.6L DOHC VVT V6
Horsepower @ rpm	202 @ 6300	272 @ 5500	321 @ 6800
Torque (lb.-ft.) @ rpm	191 @ 4400	260 @ 1700-5500	275 @ 4800
Turbocharged	-	S	-
0-60 mph (seconds)	7.5	5.7	5.4
Transmission	6-speed automatic	6-speed automatic (S); Tremec 6-speed manual (A RWD)	6-speed automatic
Final drive ratio	3.45	3.27	3.27
Fuel economy, city/hwy (mpg)	22/33	19/30 (RWD manual) 21/31 (RWD automatic) 20/30 (AWD automatic)	19/28 (RWD) 18/26 (AWD)
Recommended fuel	Regular	Premium (not required)	Regular
CHASSIS & SUSPENSION			
Drivetrain	RWD	RWD (A); AWD (A)	
Wheelbase (in.)	109.3		
Front suspension	Independent MacPherson-type		
Rear suspension	Independent 5-link		
Suspension package	FE2 Sport	FE2 Sport (S) except FE3 Performance (S RWD Premium)	
Mechanical limited-slip differential	-	A RWD (S RWD Premium)	S RWD Premium
Brakes	4-wheel disc with 4-channel ABS, DRP and BA (S); Brembo performance front brakes (S Luxury, Performance and Premium; A Standard)		
Stability Control System	StabiliTrak with Traction Control		
Steering	ZF premium electric rack-and-pinion		
Wheels	17" aluminum (S); 18" aluminum (A)	17" aluminum (S); 18" aluminum (A)	
Tires	All-season (S); all-season run-flat (A)	All-season (S); all-season run-flat (A); summer run-flat (A)	
CAPACITIES			
Length/width/height (in.)	182.8/71.1/55.9		
Seating capacity, front/rear	2/3		
Cargo volume (cu. ft.)	10.4		

For a more extensive list of specifications, visit cadillac.com

STANDARD ON ALL MODELS

Exterior

- Body-color power heated outside mirrors
- Headlamps, projector-type halogen
- Rear decklid spoiler with integrated LED CHMSL

Interior

- Ambient accent lighting on doors and center console
- Dual-zone automatic climate control with air filtration system
- Driver Information Center (DIC) with 5.7" 3-window configurable color display
- Front bucket seats
- Keyless ignition
- Leather-wrapped, manual rake and telescoping steering wheel
  - Includes mounted controls for audio, cruise, DIC and Bluetooth
- Power windows with front Express-Up/-Down and rear Express-Down with passenger lockout feature

Infotainment, Connectivity & Navigation

- AM/FM stereo with USB ports, SD card slot and auxiliary audio port
- Bluetooth for Phone
- Bose premium 7-speaker system
- OnStar Directions & Connections (1 year included)
- SiriusXM Radio (3-month trial)

Powertrains, Ride & Handling

- 4-wheel disc brakes with 4-channel ABS, DRP and BA
- ZF premium electric rack-and-pinion steering

Safety & Security

- 8 air bags
- Full-range Traction Control
- OnStar Directions & Connections (1 year included)
- PASS-Key III+ theft-deterrent system
- StabiliTrak Electronic Stability Control System
- Tire Pressure Monitor System

Warranties & Owner Coverage

- 4-year/50,000-mile bumper-to-bumper limited
- 6-year/70,000-mile transferrable powertrain limited
- 4-year/50,000-mile corrosion
- 4-year/50,000-mile Premium Care Maintenance
- 6-year/70,000-mile roadside assistance program
- 6-year/70,000-mile courtesy transportation

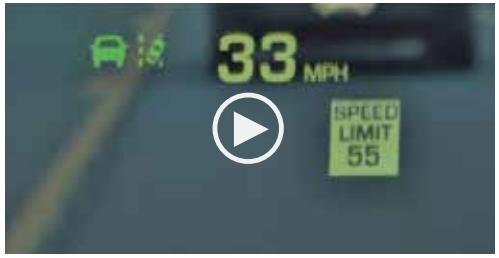
	STANDARD	LUXURY	PERFORMANCE	PREMIUM
ADVANCED SECURITY PACKAGE Remote siren with protected power source, tilt sensor, steering column lock and locking wheel lugs	A	A	A	A
COLD WEATHER PACKAGE Heated driver and front passenger seats and heated steering wheel rim	–	A	A	A
SUN AND SOUND PACKAGE Power sunroof and CUE and navigation	–	A	–	–
LUXURY PACKAGE Front and Rear Park Assist, Keyless Access passive entry and split-folding rear seat with trunk pass-through access door	–	S	–	S
MEMORY PACKAGE Recalls 2 driver and exit position "presets" for power driver seat and outside mirrors	–	S	S	S
SEATING PACKAGE Leather seating surfaces, 8-way power driver and front passenger seats plus 2-way power lumbar, Memory Package, auto-dimming inside mirror, Universal Home Remote, Rearview Backup Camera and Adaptive Remote Start (not available with manual transmission)	–	S	S	S
PERFORMANCE PACKAGE HID headlamps with front vertical LED light signatures, Front and Rear Park Assist, illuminating outside door handles, sport aluminum alloy pedals, performance seats, fixed rear seatback with armrest and trunk pass-through access door, Keyless Access and steering wheel-mounted paddle shift controls (not available with manual transmission)	–	–	S	–
PREMIUM PACKAGE HID headlamps with front vertical LED light signatures, illuminating outside door handles, sport aluminum alloy pedals, performance seats, steering wheel-mounted paddle shift controls (not available with manual transmission) and full-color Head-Up Display; RWD models add FE3 Performance suspension, performance cooling system, limited-slip rear differential and Magnetic Ride Control	–	–	–	S
DRIVER AWARENESS PACKAGE Safety Alert Seat, Forward Collision Alert, Lane Departure Warning, LED direct view display, Rainsense wipers, IntelliBeam headlamp control and rear thorax air bags	–	A	S	S
DRIVER ASSIST PACKAGE Driver Awareness Package, Adaptive Cruise Control, Automatic Collision Preparation, electronic parking brake, Front and Rear Automatic Braking, Side Blind Zone Alert, Rear Cross Traffic Alert, full-color Head-Up Display (if not already equipped) and Midnight chrome-accented grille	–	–	A	A
TRACK PERFORMANCE PACKAGE External engine oil cooler and performance brake linings	–	–	–	A (RWD only)
CUE Information and Media Control System with 8" color display, HD Radio, single-disc CD player, three USB ports, SD card slot, auxiliary jack and natural voice recognition	A	S	S	S
CUE and navigation system with 110-volt power outlet	–	A	A	S
Bose premium surround sound 10-speaker system	A	A	S	S
Sunroof	A	A	A	A

ADAPTIVE CRUISE CONTROL

ADAPTIVE REMOTE START

EMERGENCY BRAKING SYSTEM

FORWARD COLLISION ALERT



HEAD-UP DISPLAY

KEYLESS ACCESS/PUSH BUTTON START

LANE DEPARTURE WARNING

MAGNETIC RIDE CONTROL

PHONE PAIRING FOR STANDARD RADIO

RAINSENSE WIPERS

REAR CROSS TRAFFIC ALERT

SAFETY ALERT SEAT

SIDE BLIND ZONE ALERT

Click the play ▶ icon to watch video

STANDARD INSTRUMENT CLUSTER